Reopening Your Small Business
Meet our Panelists and Moderator

Rene Colorado
Executive Director - Tenderloin Merchants
Marketing Strategies

Iris Lee
Broker & Small Business Consultant - TLCBD
Commercial Leasing and Shared Spaces

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Reopening Logistics

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Commercial Leasing and Shared Spaces

Rene Colorado
Executive Director - Tenderloin Merchants
Marketing Strategies
City Requirements

Please do your part to keep us all healthy.

- Wash your hands
- Cover your cough
- Stay home if you are sick
- Stay 6 feet apart
## City’s Phased Reopening Plan

<table>
<thead>
<tr>
<th>Allowed to open so far:</th>
<th>Groceries</th>
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<tbody>
<tr>
<td></td>
<td>Pharmacies</td>
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<td></td>
<td>Delivery</td>
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<td>Hardware</td>
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<td>Restaurant take-out and delivery</td>
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<td></td>
<td>Indoor and curbside retail</td>
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<td></td>
<td>Outdoor dining restaurants and bars serving food</td>
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<td></td>
<td>Office</td>
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<td>Construction</td>
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<td></td>
<td>Manufacturing and warehousing</td>
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<td></td>
<td>Elective surgeries and dental appointments</td>
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<tr>
<td>On-Hold</td>
<td>Hair salons and barber shops</td>
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<td>Nail salons, tattoo studios, massage</td>
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<tr>
<td></td>
<td>Outdoor bars</td>
</tr>
<tr>
<td>July 13</td>
<td>Indoor dining</td>
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</tbody>
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Subject to Change - Complete Up To Date

What Businesses Have to Do to Open

- Plan for health and safety and educate employees and customers
- Prepare, post, and follow Social Distancing Protocol
- Prepare, post, and follow Health and Safety Plan
- Online templates you can fill in, print, and post
- Translated in Chinese, Spanish, Arabic, Vietnamese
Social Distancing Protocol Checklist

- **Signage and Education**
  - Post signs and SDP at entrance
  - Give SDP to employees

- **Protective measures**
  - Personnel and patrons required to wear face masks (except children under 12 and limiting disability)
  - Limit # of people onsite

- **Measures to prevent unnecessary contact (6 feet of separation)**

- **Sanitizing measures**
  - Wash hands frequently
  - Disinfect regularly

(TLCBD.org TLMPA.org)
Post Signage

- Post signage at entrance to inform all personnel and customers:
  - No access if sick or displaying symptoms
  - Maintain 6 foot distance from others
  - Everyone must wear a face mask
  - Number of patrons and employees allowed inside

- Free to Small Business

- Contact TLCBD for FREE SIGNAGE
Health and Safety Plan

- Plans for different businesses
- Do not need to submit to City (self-certifying)
- Outdoor Dining
  - Service
  - Cleaning and Disinfecting
  - Operational
  - 2 page checklist
- Essential Businesses - Restaurant Take Out and Grocery
  - Signage and Education
  - Personnel and Customer Protection
  - Additional Requirements
  - 9 page form

(TLCBD.org)
Resources Provided for Businesses

● Outdoor dining:
  ○ [https://sf.gov/resource/covidoutdoodining](https://sf.gov/resource/covidoutdoodining)

● Restaurants for food take-out and delivery:
  ○ [https://sf.gov/resource/covidrestaurants](https://sf.gov/resource/covidrestaurants)

● Grocery
  ○ [https://sf.gov/resource/covidessentialretail](https://sf.gov/resource/covidessentialretail)

● Complete list:

● Assistance in filling out forms - helen@tlcbd.org
**How we define ALL:** The Tenderloin welcomes people of all ages, races, religions, genders, sexual orientations, experiences, and circumstances. When we say "neighbors," we are referring to ALL our neighbors including people experiencing homelessness. We believe ALL our neighbors deserve pathways and opportunities to thrive.

**Shared Spaces**

**Take your business outside**
Free temporary permits for dining and retail.

Find out more: [www.sf.gov/sharedspaces](http://www.sf.gov/sharedspaces)

TLCBD.org  TLMPA.org
Shared Spaces

● City open space available for business operations (dining, retail)

● **Sidewalks**
  ○ Maintain 6 foot wide path of travel after furniture is in place
  ○ Short online application
  ○ Self-certify that you are following rules
  ○ Barriers will be required

● **Parking Lane**
  ○ Generally available if no bus stop, red curb, or blue curb present
  ○ Online application but will need to wait for City approval
  ○ Barriers will be required

● **Closure of Travel Lanes or Entire Street**
  ○ Requires consensus and collaboration with neighbors
  ○ Not allowed if muni-service route
  ○ **Best for neighborhood organization to apply**
Shared Spaces within the Tenderloin

- **Business located within parameters of:**
  - Larkin Street, between O’Farrell + Eddy
  - Golden Gate Ave, between Larkin + Hyde
- If interested in participating please contact **Rene Colorado** to stay informed and assist in advocating
- **Highlight of proposed scope for street closures within the TL:**
  - Temporary closure of above streets to automobile traffic including all traffic lanes and parking lanes daily between 9am-9pm (*operational hours determined by operator*)
  - Outdoor dining throughout the above location including tables, chairs, planters, and other physical features that will create an inviting dining experience
Shared Spaces within the Tenderloin

- Highlight of proposed scope for street closures within the TL:
  - Activation of the Larkin St corridor and 300 Block of Golden Gate such as lights, music and dance performances to attract customers
  - Presence of safety monitors (i.e. Urban Alchemy, TBD) to ensure customers have a safe and pleasant experience
Eviction Moratorium

KNOW YOUR RIGHTS

TLCBD.org

TLMPA.org
Commercial Lease + Eviction Moratorium

Eviction Moratorium Extended until July 17, 2020

Effective: March 18 to July 17, 2020 (Mayor may extend).

- Prohibits landlords from evicting commercial tenants for missed payments due to COVID-19 financial impacts.
- Does not cancel tenant’s obligation to pay missed rent.

Applies to:

- All commercial tenants with SF business license & < $25m in gross receipts for 2019.
- Includes month-to-month, holdover tenants and subtenants.

Tips:

- Maintain open communication with Landlord
- Agree on a payment plan for rent not paid immediately
- Always get what you agree to in writing
- Landlords and tenants can help each other advocate to policy makers for financial relief (e.g., small business loans, simultaneous rent and mortgage relief).
How we define ALL: The Tenderloin welcomes people of all ages, races, religions, genders, sexual orientations, experiences, and circumstances. When we say "neighbors," we are referring to ALL our neighbors including people experiencing homelessness. We believe ALL our neighbors deserve pathways and opportunities to thrive.

Marketing - Instagram

TLCBD.org

TLMPA.org
Social Media Marketing for Businesses - Instagram

- Why isn’t your business on Instagram?
  - Too busy to learn how to use it...
  - It won’t help improve sales...

- The Truth Is…. Instagram can help your small business succeed.
  - Highest 4.21%, brand engagement rates
  - Beats both Twitter and Facebook
  - Especially attracts 12 to 25 years old customers
Instagram - Signing Up Is Easy

- Go to instagram.com
- Enter email and password - remember write it down!
- Setting up your profile
  - The **username** is the string of characters at the top of the profile. You want to keep this as short and simple as possible - easier to promote.
    - Follow us on Instagram @tl_merchants
  - The **name** is the bold text below the profile photo. This can be your full business name.
    - Tenderloin Merchants Association
Instagram - BIO

- Make it catchy - grab user’s attention
- Take some time to put thought into this.
- Create hashtags relevant to your business and include a link to your website or online store
  - Hashtag - point of reference for searching on Instagram

Tenderloin Merchants Assoc.
Follow to support & explore Historic Tenderloin through our stories.
We work to improve business conditions in our downtown commercial corridors.
timpa.org/
1390 Market street, San Francisco, California
People like supporting small businesses. Post your staff, food and messages to the community thanking them for their support.

Avoid posting over “commercialized” flyers. These may work for large corporations but will get less engagement when coming from small businesses.
Instagram - POSTING

● **Less is more**- Don’t focus on posting everyday but instead on making quality posts that have time and thoughtfulness put into them.

● **Caption**- Don’t overthink it.
  ○ Example: Posting Pizza - “Have you ever seen a pizza this cheesy?! Come by this friday and grab a slice and a drink for 6.99. Thanks everyone for showing our pizza shop so much support”
Hashtags - use hashtags directly relevant to your post
○ Gives you the highest engagement and chances of people liking your post.
○ People looking for cars would search under the hashtag #cars - They won’t engage your pizza post that comes up under this hashtag.
Instagram - Creating Engagement

- Follow other accounts on Instagram
  - Any account you find interesting - doesn’t have to relate to your business

- Like and comment on posts in different accounts

- The accounts you interact with are likely to interact with you

- Accounts you leave comments on are viewed by that accounts followers - they are likely to check out your account -- creating engagement!
Useful Links – Business Operations

- Presentation on TL CBD Economic Opportunity Web-Page: https://tlcbd.org/economic-opportunity
- Social Distancing Protocol for Businesses (fillable form)
  Contact info@tlcbd.org to get free signs
Useful Links – Employee and Customer Health

- SF Department of Public Health - COVID19 Web site
- Handout for Personnel (Employees, Contractors, Volunteers) of Essential Business and Other Businesses Permitted to Operate During the Health Emergency
- For Non-Healthcare Businesses & Community Organizations: What to do if Someone at the Workplace Has COVID-19
- Health checks if you work or get care during the COVID19 Pandemic
Useful Links – Shared Spaces

- Sidewalk or Parking Lane Permit
- Check if your business can operate
- Reopening Guidance for outdoor dining
- Reopening Guidance for takeout and delivery -- Restaurants
- Reopening Guidance for Curbside Pickup -- Retail
Useful Links – Leasing and Eviction Moratorium

- San Francisco Eviction Moratorium Eligibility
- San Francisco Commercial Eviction Moratorium Webinar (Recorded)
- Eviction Moratorium Guidelines provided by OEWD
- Pro-bono Attorney and Financial Services due to COVID19
Useful Links – Marketing

- Marketing Coaching on Instagram - Iris Lee: iris@tlcbd.org
- Instagram for Business Tips
- More tips for Business on Instagram
- Tips from social media scheduler tool
Contact Information

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Questions, Comments...